

South Carolina Statewide Lodging Outlook Report

October 2019

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: October 2019	October 2019	% Chg	October 2019	% Chg	October 2019	% Chg	% Chg	% Chg	% Chg
United States	69.3%	-0.8%	\$133.34	-0.5%	\$92.35	-1.2%	0.8%	2.1%	1.3%
South Atlantic**	68.4%	-2.5%	\$125.08	1.1%	\$85.54	-1.4%	0.8%	2.2%	-0.3%
South Carolina	64.3%	-3.4%	\$111.84	0.7%	\$71.95	-2.7%	0.9%	3.7%	0.1%
Year-to-Date: January through October 2019	Jan-Oct 2019	% Chg	Jan-Oct 2019	% Chg	Jan-Oct 2019	% Chg	% Chg	% Chg	% Chg
United States	67.8%	-0.1%	\$132.07	0.9%	\$89.50	0.8%	2.8%	2.0%	1.9%
South Atlantic**	69.0%	-0.4%	\$129.36	1.5%	\$89.21	1.1%	3.1%	2.0%	1.5%
South Carolina	65.4%	-0.9%	\$120.44	0.5%	\$78.82	-0.4%	2.5%	3.0%	2.0%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		Nov 2019	Dec 2019	Jan 2020
STR, Inc. <i>As of November 2019</i>	Occupancy Forecast	56.8%	47.0%	48.1%
	% Chg vs same month in previous year	-0.6%	0.7%	0.6%

Source: STR, Inc.